

Sample #1: Blog Post

Title: Creating Your Caregiving Support Team

Intro: Just as it takes a village to raise a child, it takes a village to care for a loved one who is aging, chronically ill or living with a disability. Becoming a caregiver is a major commitment, but you don't have to shoulder it alone. Remember that taking care of yourself gives you the ability to sustainably care for your loved one. That's why the first step of any caregiving journey involves building your caregiving team.

Subhead: Creating Your Caregiving Team

The first step is to create a caregiving plan that works for you and your family. Having a plan allows you to establish the foundation for consistent communication with your loved one and those who are supporting you and will also be key to have a lasting and healthy transition to your new caregiving reality.

To begin, consider some logistics, such as gathering and reviewing existing legal documents, and consulting with financial legal advisors on any additional paperwork that will make it easier for you to manage your loved one's affairs. From scheduling doctor's appointments to managing prescriptions, understanding the administrative side of your loved one's condition will make it easier to access the resources you need along the caregiving journey.

Next, think about the calendar and the individuals you can call on to assist with tasks. Whether for day-to-day assistance or providing an overview of the next several months, curating a schedule that lays out who will help when, where, how, etc will help you stay ahead of the game and will make it easier to maintain consistent communication with anyone involved in caregiving. Be sure to keep family and friends up to date on any and all changes, so everyone can stay on the same page. That helps to ease any tensions that may arise.

Finally, identify community resources you can rely on. Local government agencies and community centers provide aging offices that may have the staff to help you. Whether that be providing help around the house, regular telephone calls, or a volunteer to be a friendly face, these resources are an opportunity to alleviate work off your shoulders when you need it.

For further tips, see [Create Your Caregiving Team](#): an AARP guide to get others to lend a hand.

Subhead: Caregiving Plan B

There may be a time where you can no longer provide around the clock care, whether because of your own health, a job, or needing a break. Planning ahead for these scenarios will help you maintain a rhythm of normalcy for your loved one. To help you think through a Plan B, take a look at Seniorlink's, [When You Can't Be There: Creating a Caregiving Plan B](#). This helpful guide highlights the multitude of options for any emergency situation you may find yourself in.

Subhead: Dementia Caregiving

If you're caring for a loved one with dementia, there may be a few other considerations for your caregiving plan. For example, consider taking note of specialized care facilities in your area as the day may come that you may need to utilize them. Also, consider joining a support group with people of similar situations, to turn to for guidance. Loved ones living with dementia have special needs, and learning from others with experience how to support each phase of their illness will help make it easier to care with confidence.

For further tips, see Seniorlink's, [Preparing to be a Dementia Caregiver: Establishing Your Team](#).

Subhead: Juggling Family Dynamics

Caregiving can bring relationships closer, but also present newfound challenges. Whether it be your spouse, siblings, or children, it is important to have conversations that keeps everyone engaged and involved in the status of your loved one. Conflict is inevitable. Consider reading [Managing Family Dynamics](#) from AARP, as it offers resources to work through these challenges throughout your caregiving process.

Subhead: We are here for you

You need and deserve this support. Caregiving can be exhausting not only physically, but emotionally. It may be difficult to ask for help, but you will appreciate and benefit from the additional support. No matter where you are on your caregiving journey, having the right support can make a world of a difference. Seniorlink and Caregiver Homes offers programs that give you an expert care team to support you, your family, and your loved one.

If you have decided your loved one will continue to live at home and you would like to learn how to receive a stipend for the care you give, Seniorlink and Caregiver Homes created [this guide](#) to the programs available in each state. [Seniorlink](#) also offers programs for family caregivers under select Medicaid programs in certain states and with several health plans.

Learn more at seniorlink.com.

Sample #2: Pitch

Cable TV Pitch:

Hello, I am reaching out to offer you an interview with _____ of _____ to discuss the non-profit Old Colony YMCA Before and After School programming in _____.

In the wake of the pandemic, it has never been more important to give children extra learning time, and time with friends in a social setting. OCY provides [programming](#) to help students improve grades and classroom participation, aid emotional well-being and social skills, and increase both [physical activity and good dietary habits](#).

Y extended learning runs over 30 programs, with trained team leaders and a low staff to student ratio, these programs can raise students to their highest potential and make up for lost social time with friends. Waitlists used to be full for OCY programming, and we need your help to spread the word that there are spots available for our community's youth.

Attached is our fact sheet that provides more detailed information regarding what OCY before and after school programming offers. I'd be happy to help set up an interview with _____ to talk about the program and availability for community residents.

About OCY / Program

The Old Colony YMCA is a non-profit organization committed to the development and quality of life of local communities. Old Colony YMCA provides before-and after-school care to children ages K-12 in Avon, Plymouth, Randolph, and Stoughton. The nonprofit's out-of-school time and afterschool programs continue to be a familiar place where children can be safe, active, learning and engaged during their time out of school.

Local Media Pitch:

Here is an idea for a feature story about the non-profit Old Colony YMCA Before and After School programming for children in _____.

The pandemic hit children hard and many have fallen behind during remote learning. OCY provides [programming](#) to help students improve grades, classroom participation, aid emotional well-being and social skills, and increase both [physical activity and good dietary habits](#). With over 30 programs, with a low staff to student ratio and trained team leaders, these programs can raise students to their highest potential. Waitlists used to be full for OCY programming, and we need your help to spread the word that there are spots available for our community's youth. Too many kids are stuck in front of screens when they could be with friends and learning in a structured setting.

Attached is our fact sheet that provides more detailed information regarding what OCY before and after school programming offers. We'd love to have you in for a tour, and to provide you with some crucial research on why extended learning is so important right now.

About OCY / Program

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Sample #3: Social

1. BalanceUS

Beat the summer heat with the #balance that's right for you. @TheCocaColaCo, Keurig Dr Pepper, and @PepsiCo are bringing #morechoices with #lesssugar to beverage aisles near you.

2. Recycling

Bring the Massachusetts Recycling challenge to your community developed to provide technical assistance along with practical examples of PAYT systems in place.

3. American Bev Repost

Monitoring <https://twitter.com/AmeriBev> account for recent posts and important information to spread with followers. Example: <https://twitter.com/AmeriBev/status/1681007105556500480>

4. Job/Economy

In providing more than 270,000 jobs and a direct economic impact of nearly \$245 billion, the American beverage industry is a vital part of the economy. We proudly support local communities through education, jobs, tax revenue and charitable contributions.

5. Sustainable Solutions

Always remember to recycle our recyclable cans and bottles curbside, at work, or in public spaces. America's beverage companies are working to strengthen recycling programs so that this can be even easier. Learn more at www.everybottleback.org #InvestInOurPlanet

6. Consumer Choice

Your cart your choice. More than 40 discriminatory taxes on our products have been proposed and rejected. We may disagree with some in the public health community on discriminatory taxes, but we agree that we must work on comprehensive solutions to public health challenges. Learn more at

<https://www.americanbeverage.org/initiatives-advocacy/protecting-consumer-choice-freedom/>.

7. Sip and Savor Blog/Newsletter

Stay up to date with the latest news surrounding the beverage industry and ABA members on our blog, Sip & Savor. Learn more at

<https://www.americanbeverage.org/education-resources/blog/>.

8. Policies and Research

The Massachusetts Beverage Association acts as a liaison between industry and state government. Mass Bev engages with elected and appointed officials, state government personnel, industry stakeholders, and other thought leaders to promote awareness of the industry and to provide insight and feedback on a variety of issues.

9. Back to School

Back to School is around the corner – read our “Default Beverages in Children’s Meals Policy” to best prepare for packing lunches.

<https://aba-bigtrees3.amazonaws.com/files/resources/defaultbeveragesinchildren-smearpolicydocument.pdf>

10. Coca-Cola, Keurig, Dr Pepper, Pepsi Co repost

Monitoring member social pages and reposting relevant content for followers.